

ORDER



Orders
Order / Rev: 704276 - 2
Alt Order #: 06261621
Product Desc: OBAMA SCHEDULE C
Estimate: 1549
Flight Dates: 08/04/12 - 08/17/12
Original Date / Rev: 08/02/12 / 08/15/12
Order Type: Political

WJXX-TV

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: Greer Margolis Mitchell/ Pol
Buying Contact:
Billing Contact:
 3050 K St NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser
Name: Obama For America
Demographic: A35+
Product Codes: PL-Presidential
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|------------|
| 07/30/12 | 08/05/12 | 1 | \$1,400.00 | \$1,190.00 |
| 08/06/12 | 08/12/12 | 29 | \$6,305.00 | \$5,359.25 |
| 08/13/12 | 08/19/12 | 22 | \$4,400.00 | \$3,740.00 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|-----------|--------------------|--------------------|-------------|
| August 2012 | 52 | \$12,105.00 | \$10,289.25 | 0.00 |
| Totals | 52 | \$12,105.00 | \$10,289.25 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Jim Quinn | | | Start Of Order - End Of Order | 100% |

Order Share

| Order Share | Share | Total |
|-------------|-------|-------------|
| WJXX-TV | 14% | \$12,105.00 |
| Market | 100% | \$86,464.29 |

Competitive Share

| Competitive Share | Share | Total |
|-------------------|-------|-------------|
| CABLE | 0% | \$0.00 |
| WAWS | 9% | \$7,781.79 |
| WCWJ | 0% | \$0.00 |
| WJXT | 26% | \$22,480.71 |
| WTEV | 24% | \$20,751.43 |
| WTLV | 27% | \$23,345.36 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|--|------|-------------------|-----------------|------------------------------|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|-------|----------|
| 1 | WJXX | 08/06/12 | 08/17/12 | M-F 10-11AM M-F 10a -11a | CM | M-F 10a -11a | MTWTF-- | :30 | 3 | \$90.00 | P-3 | 0.00 | NM | 6 | \$540.00 |
| ELLEN | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/06/12 | 08/12/12 | MTWTF-- | | | | | 3 | \$90.00 | | 0.00 | | | |
| Week: | | 08/13/12 | 08/19/12 | MTWTF-- | | | | | 3 | \$90.00 | | 0.00 | | | |
| 2 | WJXX | 08/06/12 | 08/17/12 | The View M-F 11a-12p View | CM | M-F 11a-12p | MTWTF-- | :30 | 2 | \$225.00 | P-3 | 0.00 | NM | 3 | \$675.00 |
| COMMENTS APPLY TO SUB LINES A THRU B THE VIEW | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/06/12 | 08/12/12 | MTWTF-- | | | | | 2 | \$225.00 | | 0.00 | | | |

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 Alt Order #: 06261621
 Flight Dates: 08/04/12 - 08/17/12

Advertiser: Obama For America
 Product Desc: OBAMA SCHEDULE C
 Estimate: 1549
WJXX-TV

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|--|------|-------------------|-----------------|--|-------|----------------------------------|-------------------|-----|-------|-------------|-----|---------------|------|-------|----------|
| 2 | WJXX | 08/06/12 | 08/17/12 | The View M-F 11a-12p View | CM | M-F 11a-12p | MTWTF-- | :30 | 2 | \$225.00 | P-3 | 0.00 | NM | 3 | \$675.00 |
| COMMENTS APPLY TO SUB LINES A THRU B THE VIEW | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/13/12 | 08/19/12 | MTWTF-- | | | 1 | | | \$225.00 | | 0.00 | | | |
| 3 | WJXX | 08/06/12 | 08/17/12 | M-F 12P-1P M-F 12P-1P | CM | M-F 12-1P (12:00 PM-12:30 PM) | MTWTF-- | :30 | 2 | \$75.00 | P-3 | 0.00 | NM | 4 | \$300.00 |
| MILLIONAIRE | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/06/12 | 08/12/12 | MTWTF-- | | | 2 | | | \$75.00 | | 0.00 | | | |
| Week: | | 08/13/12 | 08/19/12 | MTWTF-- | | | 2 | | | \$75.00 | | 0.00 | | | |
| 4 | WJXX | 08/06/12 | 08/17/12 | GMA in the Afternoon GMA in the Afternoon | CM | 2-3p | MTWTF-- | :30 | 2 | \$130.00 | P-3 | 0.00 | NM | 3 | \$390.00 |
| COMMENTS APPLY TO SUB LINES A THRU B GMA IN AFTERNOON | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/06/12 | 08/12/12 | MTWTF-- | | | 2 | | | \$130.00 | | 0.00 | | | |
| Week: | | 08/13/12 | 08/19/12 | MTWTF-- | | | 1 | | | \$130.00 | | 0.00 | | | |
| 5 | WJXX | 08/06/12 | 08/17/12 | 4:30-5p M-F 4:30-5p | CM | M-F 4:30-5p | MTWTF-- | :30 | 3 | \$75.00 | P-3 | 0.00 | NM | 6 | \$450.00 |
| EXTRA | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/06/12 | 08/12/12 | MTWTF-- | | | 3 | | | \$75.00 | | 0.00 | | | |
| Week: | | 08/13/12 | 08/19/12 | MTWTF-- | | | 3 | | | \$75.00 | | 0.00 | | | |
| 6 | WJXX | 08/06/12 | 08/17/12 | FCN News at 5:30 M-F 5:30-6pm | CM | M-F 5:30p-6p | MTWTF-- | :30 | 2 | \$100.00 | P-3 | 0.00 | NM | 4 | \$400.00 |
| FIRST COAST NEWS @ 530 | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/06/12 | 08/12/12 | MTWTF-- | | | 2 | | | \$100.00 | | 0.00 | | | |
| Week: | | 08/13/12 | 08/19/12 | MTWTF-- | | | 2 | | | \$100.00 | | 0.00 | | | |
| 7 | WJXX | 08/06/12 | 08/17/12 | Good Morning America M-F 7a-9a | CM | M-F 7a-9a | MTWTF-- | :30 | 2 | \$125.00 | P-3 | 0.00 | NM | 4 | \$500.00 |
| GOOD MORNING AMERICA | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/06/12 | 08/12/12 | MTWTF-- | | | 2 | | | \$125.00 | | 0.00 | | | |
| Week: | | 08/13/12 | 08/19/12 | MTWTF-- | | | 2 | | | \$125.00 | | 0.00 | | | |
| 8 | WJXX | 08/06/12 | 08/10/12 | Local non-prime Specials Local non-prime Specials | CM | Various | MTWTF-- | :30 | 2 | \$250.00 | P-3 | 0.00 | NM | 2 | \$500.00 |
| EXTRA | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/06/12 | 08/12/12 | MTWTF-- | | | 2 | | | \$250.00 | | 0.00 | | | |
| 9 | WJXX | 08/06/12 | 08/10/12 | Local non-prime Specials Local non-prime Specials | CM | Various | MTWTF-- | :30 | 1 | \$250.00 | P-3 | 0.00 | NM | 1 | \$250.00 |
| JEOPARDY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/06/12 | 08/12/12 | MTWTF-- | | | 1 | | | \$250.00 | | 0.00 | | | |
| 10 | WJXX | 08/13/12 | 08/17/12 | Extra M-F 7:30-8p | CM | M-F 7:30p-8p | MTWTF-- | :30 | 2 | \$250.00 | P-3 | 0.00 | NM | 2 | \$500.00 |
| EXTRA | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/13/12 | 08/19/12 | MTWTF-- | | | 2 | | | \$250.00 | | 0.00 | | | |
| 11 | WJXX | 08/13/12 | 08/17/12 | Extra M-F 7:30-8p | CM | M-F 7:30p-8p | MTWTF-- | :30 | 1 | \$250.00 | P-3 | 0.00 | NM | 1 | \$250.00 |
| JEOPARDY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/13/12 | 08/19/12 | MTWTF-- | | | 1 | | | \$250.00 | | 0.00 | | | |
| 12 | WJXX | 08/06/12 | 08/17/12 | Regis & Kelly Regis & Kelly | CM | M-F 9a-10a | MTWTF-- | :30 | 2 | \$100.00 | P-3 | 0.00 | NM | 3 | \$300.00 |
| LIVE W/ KELLY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/06/12 | 08/12/12 | MTWTF-- | | | 2 | | | \$100.00 | | 0.00 | | | |

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Advertiser: Obama For America
Product Desc: OBAMA SCHEDULE C
Estimate: 1549
WJXX-TV

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|------------------------|-----------|-------------------|-----------------|---|-----------------------|-----------------|-----------------|---------------|-----------------------|------------|-------------|------|------|-------|------------|
| 12 | WJXX | 08/06/12 | 08/17/12 | Regis & Kelly Regis & Kelly | CM | M-F 9a-10a | MTWTF-- | :30 | 2 | \$100.00 | P-3 | 0.00 | NM | 3 | \$300.00 |
| LIVE W/ KELLY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 08/13/12 | 08/19/12 | MTWTF-- | 2 | | \$100.00 | | 0.00 | | | | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | <u>Start/End Time</u> | | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u> | <u>Rtg</u> | <u>Type</u> | | | | |
| 3 | WJXX | 08/13/12-08/19/12 | | Regis & Kelly | M-F 9a-10a | | MTWThF---- | :30 | (\$100.00) | 0.00 | NM | | | | |
| Credited [CR] | | | | | | | | | | | | | | | |
| 13 | WJXX | 08/06/12 | 08/13/12 | Mon Prime Other Bachelor Pad | CM | 8-10p | M----- | :30 | 1 | \$1,500.00 | P-3 | 0.00 | NM | 2 | \$3,000.00 |
| BACHELOR PAD | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 08/06/12 | 08/12/12 | M----- | 1 | | \$1,500.00 | | 0.00 | | | | | | |
| Week: | | 08/13/12 | 08/19/12 | M----- | 1 | | \$1,500.00 | | 0.00 | | | | | | |
| E 14 | WJXX | 08/04/12 | 08/17/12 | FCN News at 11pm M-Su 11-11:35p | CM | M-Su 11p-11:35p | MTWTFSS | :30 | 2 | \$250.00 | P-3 | 0.00 | NM | 3 | \$750.00 |
| FCN TONIGHT | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 08/04/12 | 08/10/12 | MTWTFSS | 2 | | \$250.00 | | 0.00 | | | | | | |
| Week: | | 08/11/12 | 08/17/12 | MTWTFSS | 2 | | \$250.00 | | 0.00 | | | | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | <u>Start/End Time</u> | | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u> | <u>Rtg</u> | <u>Type</u> | | | | |
| 3 | WJXX | 08/11/12-08/17/12 | | FCN News at 11pm | M-Su 11p-11:35p | | MTWThFSaSu | :30 | (\$250.00) | 0.00 | NM | | | | |
| Credited [CR] | | | | | | | | | | | | | | | |
| E 15 | WJXX | 08/04/12 | 08/11/12 | FCN Sat News at 6:30 Sat 6:30-7p/7p news after footba | CM | Sat FCN News We | -----S- | :30 | 1 | \$175.00 | P-3 | 0.00 | NM | 1 | \$175.00 |
| FIRST COAST NW@630 WKD | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 07/30/12 | 08/05/12 | -----S- | 1 | | \$175.00 | | 0.00 | | | | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | <u>Start/End Time</u> | | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u> | <u>Rtg</u> | <u>Type</u> | | | | |
| 1 | WJXX | 07/30/12-08/05/12 | | FCN Sat News at 6:30 | Sat FCN News We | | -----Sa-- | :30 | (\$175.00) | 0.00 | NM | | | | |
| Credited [CR] | | | | | | | | | | | | | | | |
| Week: | | 08/06/12 | 08/12/12 | -----S- | 1 | | \$175.00 | | 0.00 | | | | | | |
| E 16 | WJXX | 08/04/12 | 08/11/12 | GMA Saturday GMA Saturday | CM | GMA Saturday | -----S- | :30 | 1 | \$100.00 | P-3 | 0.00 | NM | 1 | \$100.00 |
| GMA SATURDAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 07/30/12 | 08/05/12 | -----S- | 1 | | \$100.00 | | 0.00 | | | | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | <u>Start/End Time</u> | | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u> | <u>Rtg</u> | <u>Type</u> | | | | |
| 1 | WJXX | 07/30/12-08/05/12 | | GMA Saturday | GMA Saturday | | -----Sa-- | :30 | (\$100.00) | 0.00 | NM | | | | |
| Credited [CR] | | | | | | | | | | | | | | | |
| Week: | | 08/06/12 | 08/12/12 | -----S- | 1 | | \$100.00 | | 0.00 | | | | | | |
| 17 | WJXX | 08/05/12 | 08/05/12 | Sun Prime B Sun Prime B | CM | 8-9p | -----S | :30 | 1 | \$1,400.00 | P-3 | 0.00 | NM | 1 | \$1,400.00 |
| SECRET MILLIONAIRE | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 07/30/12 | 08/05/12 | -----S | 1 | | \$1,400.00 | | 0.00 | | | | | | |
| 18 | WJXX | 08/12/12 | 08/12/12 | Sun Prime Other 2nd Prgm Extreme Makeover: Weight Loss | CM | 9-11p | -----S | :30 | 1 | \$1,000.00 | P-3 | 0.00 | NM | 1 | \$1,000.00 |
| EXTREME MAKEOVER | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 08/06/12 | 08/12/12 | -----S | 1 | | \$1,000.00 | | 0.00 | | | | | | |
| 19 | WJXX | 08/11/12 | 08/11/12 | FCN Sat News at 6:30 Sat 6:30-7p/7p news after footba | CM | Sat FCN News We | -----S- | :30 | 1 | \$175.00 | P-3 | 0.00 | NM | 1 | \$175.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 08/06/12 | 08/12/12 | -----S- | 1 | | \$175.00 | | 0.00 | | | | | | |
| 20 | WJXX | 08/11/12 | 08/11/12 | GMA Saturday GMA Saturday | CM | GMA Saturday | -----S- | :30 | 1 | \$100.00 | P-3 | 0.00 | NM | 1 | \$100.00 |

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WJXX-TV

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-------|------|-------------------|-----------------|------------------------------------|-------------------|-----------------|-------------|-----|---------------|----------|-----|------|--------|-------|-------------|
| 20 | WJXX | 08/11/12 | 08/11/12 | GMA Saturday GMA Saturday | CM | GMA Saturday | -----S- | :30 | 1 | \$100.00 | P-3 | 0.00 | NM | 1 | \$100.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 08/06/12 | 08/12/12 | -----S- | 1 | | \$100.00 | | 0.00 | | | | | | |
| 21 | WJXX | 08/15/12 | 08/15/12 | FCN News at 11pm M-Su 11-11:35p | CM | M-Su 11p-11:35p | --W---- | :30 | 1 | \$250.00 | P-3 | 0.00 | NM | 1 | \$250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 08/13/12 | 08/19/12 | --W---- | 1 | | \$250.00 | | 0.00 | | | | | | |
| 22 | WJXX | 08/16/12 | 08/17/12 | Regis & Kelly Regis & Kelly | CM | M-F 9a-10a | ---TF-- | :30 | 1 | \$100.00 | P-3 | 0.00 | NM | 1 | \$100.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 08/13/12 | 08/19/12 | ---TF-- | 1 | | \$100.00 | | 0.00 | | | | | | |
| | | | | | | | | | | | | | Totals | 52 | \$12,105.00 |